

Appl. No. 09/709,211  
Amdt. dated May 3, 2005  
Amendment Submitted with RCE

PATENT

### REMARKS/ARGUMENTS

Claims 1 - 26 are pending in this application. Claims 1, 10, 15, 20, 21, and 26 have been amended. The amended claims are fully supported by the specification of the invention. No new matter has been added.

All claims are allowable over the prior art. The invention provides many features and benefits not available or possible with the prior art. For example, the prior art discusses tracking cellular phone usage, which is completely different from the "direct marketing subscription information" of the claims. Direct marketing includes ads in magazines, newspaper, television, and others discussed in the application. Comparing direct marketing and cell phone network usage is so different it is not even an apples and oranges comparison.

Furthermore, the claims recite "wherein denormalizing comprises propagating information from one table to another." The prior art does not show or suggest this feature. In the present invention, the recited feature provides the capability of linking tables in different databases without requiring a database join operation. The examiner indicated Frangione discusses relational database tables, cross-referencing, and indexing. However, this still falls short of the present invention.

During the denormalization operation, tables are linked without the need of cross-referencing and indexing. Cross-referencing and indexing would be an additional step. Although cross-referencing and indexing is less time-consuming than a database join operation, the technique of the present invention provides more streamlined operation. For at least this reason, the claims should be allowable over the prior art.

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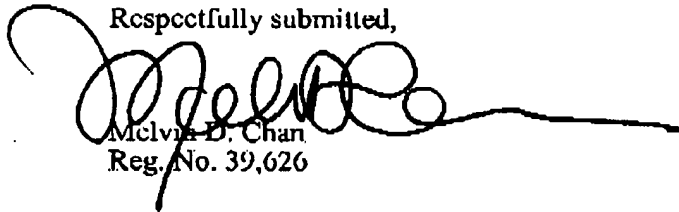
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**CONCLUSION**

In view of the foregoing, applicants believe all claims now pending in this application are in condition for allowance and an action to that end is respectfully requested.

If the examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 408-701-0035.

Respectfully submitted,



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